

Name: _____

Electronic-Business (E-Business)

Directions:

Evaluate the student by checking the appropriate number or letter to indicate the degree of competency. The rating for each task should reflect **employability readiness** rather than the grades given in class.

Rating Scale:

- 3 Mastered** – can work independently with no supervision
- 2 Requires Supervision** – can perform job completely with limited supervision
- 1 Not Mastered** – requires instruction and close supervision
- N No Exposure** – no experience or knowledge in this area

3	2	1	N	A. Examine the Electronic-Business (E-Business) Environment	Notes:
				1. Discuss the evolution of the Internet and the World Wide Web	
				2. Assess the impact of the Internet on business	
				3. Explain basic business functions (e.g., accounting, finance, and management)	
				4. Analyze how basic business functions apply to an electronic business	
				5. List the advantages and disadvantages of doing business online	
				6. Discuss the global issues related to doing business electronically	
				7. List the key characteristics of a successful electronic business	
				8. Describe the components of a business plan	
				Other:	

3	2	1	N	B. Identify Social, Legal, and Ethical Issues of E-Business	Notes:
				1. Explain copyright and trademark laws as they relate to e-business	
				2. Analyze security issues relating to the Internet, Intranet, e-commerce, etc.	
				3. Explain governmental policies related to e-business	
				4. Discuss ethical issues relating to e-business	
				Other:	

3	2	1	N	C. Identify Electronic-Commerce (E-Commerce) Functions	Notes:
				1. Describe e-commerce software services and products (e.g., Websphere, Biztalk, and customer relations management software)	
				2. Define e-commerce models (B2B, B2C, B2G, etc.)	
				3. Distinguish between e-commerce activities that can be done on the Internet, an intranet, and an extranet	
				4. Discuss electronic customer communication issues (e.g., telephone and email)	
				5. Identify electronic order fulfillment procedures	

				6. Describe collection and payment options for Websites	
				7. Compare the uses of databases in e-commerce (e.g., supplier and customer)	
				8. Discuss how research is used to gather information in e-commerce (e.g., customer behavior and demographics)	
				9. Describe ways to improve customer service through e-commerce	
				Other:	

3	2	1	N	D. Plan for the Implementation of an E-Business Website	Notes:
				1. Develop a business plan for an e-business	
				2. Discuss the elements of good Web design	
				3. Critique various Websites	
				4. Storyboard a Website	
				5. Develop a Website and/or Webpage using authoring software	
				6. Develop a Website and/or Webpage using HTML	
				7. Publish a Website	
				8. Describe methods for promoting a Website	
				9. Locate places to post a Website	
				10. Explain ways to maintain a Website	
				11. Maintain a Website	
				12. Analyze hardware and software requirements for a Website	
				13. Describe the start-up and maintenance costs associated with a Website	
				Other:	

3	2	1	N	E. Prepare for a Career in E-Business	Notes:
				1. Demonstrate teamwork	
				2. Evaluate research skills	
				3. Demonstrate decision-making skills	
				4. Practice public communication skills	
				5. Apply problem-solving skills	
				6. Demonstrate initiative	
				7. Illustrate proper Internet etiquette as it relates to e-business	
				8. Demonstrate leadership	

				9. Develop an electronic resume	
				10. Describe career opportunities in e-business	
				11. List available professional and industrial certifications	
				12. Develop a portfolio (e.g., business plan and business Website)	
				Other:	